Fax Transmission

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To: Jose Fontanez

Fax number: 212-907-5478 Voice: 212-878-2361

cc:

From: SUSAN CHARNEY

Date: Tuesday, November 16, 1993

If you do not receive all pages, please contact: Susan Charney 615-383-3439

Subject: Marlboro Dance Contest

Jose- You will be receiving the hard copies of this outline via Federal Express. I wanted to let you know that the costs to Marlboro to advertise this project in Country America are:

1 full page, four color $33,770 per page
four page insert, four color $120,000

These costs include Marlboro's 32% discount as a corporate advertiser. Although it's expensive, I think it would be well worth the money to do a four page section to announce the contest with the markets and clubs listed.

The important thing to know is that to date nobody has done a country dance competition at the level at which you are talking about with this many markets. Mike & Wynn believe the largest country dance competition to date was the Two-Step across America which went into 50 markets and only included the two step.

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Source: https://www.industrydocuments.ucsf.edu/docs/lnkn0004